

My name is Larry Goldberg, and I am President and General Manager of WAQY FM and WLZX FM in the Springfield MA markets. I have been a broadcaster my entire adult life. I went to college for broadcasting and have been in the radio industry since I was 18 years of age. I am past chairman of the Massachusetts Broadcasters Association and am currently on that Board Of Directors.

I am also a member of the Board of Directors of the Spirit of Springfield, a non-profit organization that organizes for the benefit of our communities the following events:

**** Bright Nights at Forest Park - New England's largest lighting display that attracts more than 100,000 people to our region each year, mid-November through early January. Each year our stations run free advertising for the event to remind and attract local residents to the event.

**** A Star Spangled Springfield - Western Massachusetts's largest July 4th fireworks display over the Connecticut River of which WAQY also broadcasts the soundtrack so that people can hear synchronized music from wherever they view the display.

**** The World's Largest Pancake Breakfast - Thousands of people visit downtown Springfield on a Saturday morning in late May as we compete each year with Battle Creek, MI for the most people served breakfast each year. Each year, we, and many of the radio and TV stations in our community promote the event and then set up and help serve the breakfast to make this a real community festival.

I am proud of the contributions that our radio stations have made to our communities. There are too many to list them all, but here are a few:

++++ WAQY conducts the largest food drive in Western Massachusetts each November providing enough food to feed the neediest of our citizens for three to four of the coldest months of the year. For 52 hours, our morning show, literally "lives outside of a prominent local landmark as they fill two to three semi trucks full of food.

++++ WLZX sells Holiday Trees to raise money for local charity. This year, money raised will benefit the United Way.

++++ Just recently, WAQY did a charity golf tournament to raise money for MDA and the station's morning show devotes hours to the local MDA chapter for the telethon each Labor day.

++++ Both stations joined forces this past September to "Walk Far For NAAR" (the National Alliance for Autism Research). Autism Spectrum Disorders affect and devastate families in all walks of life and yet the research does not receive federal funding. Our support was so critical to them this year, that we were just told that our stations will receive the organizations highest honors at an awards dinner next week. Nearly 20 members of our combined staff walked during a "monsoon" as the remnants of one of the hurricanes blanketed New England.

++++ We do public affairs programming on a weekly basis that takes the format of an interview show with local guests discussing local issues.

++++ On WAQY we do a PSA feature called "Rock 102 Cares" that is devoted entirely to local non-profit organizations and provides commercial schedule-like frequency.

++++ Our morning shows do regular interviews with local politicians discussing the hot topics of importance to the local community. Every other week, our local Congressman, Richard Neal, calls in to discuss how events in Washington and around the world, affect the local community we live in.

++++ We have raised money post-9/11 for the various support groups that needed it. We even mobilized the market to create a huge American Flag to celebrate our Patriotism. This allowed citizens in our communities to express their grief, pride and patriotism in appropriate ways.

++++ We report the news throughout the mornings on our stations and break in throughout the day as events dictate. We were the first stations in our market to upgrade our EAS software to be able to participate in AMBER.

++++ And there has been so much more. It is ongoing and continuous and we have the awards to prove it. It is there because we have a commitment and a passion to serve of our local communities.

I find it sad that we are dealing now with the issue of localism over the public airwaves as if we were the bad "child" and the FCC ("Papa") needs to give us a good scolding. Potentially, any group that feels shortchanged because we were unable to give their event the awareness levels to which they feel entitled, will likely feel disgruntled.

There may be a very small percentage of broadcasters who do less than they should in this area for their communities. Is that not that typical of any industry?

Should the responsible broadcasters be lumped in with those very small few? Is it not also likely that the market place itself will deal with those who fail to give back to their communities like it does in every other industry?

For the majority of us who work in the broadcast industry, it just makes good business sense to give back to the communities we serve on an on-going and frequent basis. It is critical to "connecting" with listeners or viewers and helps us significantly in the areas of ratings, revenue, recruitment, and employee retention. It is just plain good business.

I can say with pride that the radio industry is mostly composed of a very caring group of broadcasters who have been and continue to be ready, willing, and able to help when our communities need us.

Please recognize that commitment for what it is and give the radio industry the respect we deserve.

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